

Duty Statement
California Government Operations Agency
State of California



☐ Current ☒ Proposed

Classification Title C.E.A. Level A	Division Engagement
Working Title Deputy Director, Communications	Office/Unit/Section Office of Cradle-to-Career Data
Position Number 424-100-7500-900	Effective Date
Name Vacant	Date Prepared 2/27/23

General Statement

The Office of Cradle-to-Career Data (C2C) seeks to foster evidence-based decision-making to help Californians build more equitable futures and empower individuals to reach their full potential. The difficulty of using disconnected data systems presents challenges to understanding and responding to public health, economic, and social justice crises.

Once implemented, the C2C Data System will provide expansive public access to one of the most comprehensive data systems in the nation, linking existing education, workforce, financial aid, and social service information to address disparities in opportunities and improve outcomes for all communities throughout California. The C2C Data System will be a suite of user-friendly resources focused on early learning through K-12 and higher education and providing financial aid and social services that help students reach their goals. It will include:

- Planning and application tools for students, families, and educators to streamline the college and financial aid processes and monitor student progress
- Dashboards, query tools, and analytical data sets for researchers, policymakers, educators, and community members to inform research, advocacy, and policy analysis
- Community engagement and training to raise awareness of the C2C Data System and ensure it can be used by students, families, educators, researchers, and policymakers

As part of establishing C2C, the state invested in making the practical college and career planning tools at CaliforniaColleges.edu available at no cost to local education agencies (LEAs), with a plan to scale the service statewide to all students. Additionally, Education Code section 10867 identified eTranscript California as another service to scale and expand in scope.

Under the administrative direction of the Director of Engagement, the Deputy Director, Communications is responsible for developing and implementing Cradle-to-Career's communications, marketing, and brand strategy. The incumbent will work in collaboration with the Director of Engagement on the design, planning, and execution of strategies that grow Cradle-to-Career's audience and deepen community engagement to improve educational outcomes in California.

The Deputy Director, Communications will operate from an asset-based framework to center equity, accessibility, and engagement to implement and manage communications and engagement strategy for Cradle-to-Career's organizational messaging, stakeholder outreach, digital communications, including website content and email outreach, media relations, and social media.

Job Functions

[Essential (E) / Marginal (M) Functions]:

The Deputy Director, Communications will plan, organize, and coordinate C2C's public information program in the following domains:

30% (E) General Communications Strategies

- Manage media relations, message creation, alignment, and delivery across regions and issues.
- Ensure digital and social media execution is in alignment with overall branding and messaging.
- Develop internal communications to ensure staff are aligned, engaged in and aware of C2C workstreams and outcomes.
- Evaluate, advise, and provide assistance to the Director of Engagement and Executive Director on strategies, practices, and policies that will promote public knowledge and use of the Data System and related operational tools.
- Assist in the development of stakeholder meetings via varied platforms, including in-person, virtual, and hybrid.
- Meet with key stakeholders, organizations, community members, and others to keep them informed of C2C activities.

25% (E) Development and Management of C2C's Engagement Efforts

- Create and oversee guidelines, decisions, and principles that inform every decision related to C2C's public information program.
- Make and implement policy recommendations for how C2C will apply an equity-focused lens to working with underserved communities and key stakeholders.
- Identify underserved communities and key stakeholders and assist with the development and implementation of outreach strategies for engagement.
- Help establish and foster strategic partnerships to advance the mission and goals of the data system.
- Develop proactive strategic stakeholder communications to keep stakeholders informed on relevant programmatic and departmental updates and opportunities to provide input and feedback.
- Analyze performance of digital strategies and outreach; share insights and feedback with key stakeholders to develop engagement best practices.
- Assist in the preparation of follow up action items, emails, surveys, webinars, or meeting summaries.

- Develop and implement specific equity and inclusiveness strategies by proactively pursuing, nurturing, and maintaining constructive relationships, and ensuring C2C communications are developed with an equity-focused lens.

25% (E) Public and Stakeholder Communications

- Develop and implement storytelling strategies to advance C2C's work.
- Manage and implement C2C's communication strategy for websites, email marketing, and social media.
- Write and edit documents related to communications strategies including publications, fact sheets, brochures, reports, public presentations, and electronic communications, including C2C's website.
- Maintain C2C's editorial calendar, online engagement with key stakeholders, and creation of social media content.
- Coordinate with external vendors, including graphic design consultants and web developers, to ensure consistent messaging.
- Oversee the development of digital creative assets, including videos and graphics, with external partners.
- Provide briefings and presentations to the C2C Executive Team on sensitive media relations, community engagement, and stakeholder relations matters.
- Help develop and write C2C's annual Legislative Report by fact-checking, screening content for informational impacts, and proposing verbiage that is consistent with other highly sensitive department correspondence.

15% (E) Media Relations

- Consistently demonstrate sound judgment, diplomacy, and ability to properly handle sensitive and confidential assignments and information.
- Conduct media outreach, monitoring, and management, including the development and maintenance of a C2C media database.
- Act as the contact point for all media and formal information contacts for the Department. Answer highly sensitive questions and correspondence as needed.
- Draft press releases and statements from the Executive Director as needed.
- Act as the Director's spokesperson to the public and media as needed.
- Selects appropriate people to appear for the Department before the media as needed.

5% (M) Project Management and Administration

- Organize projects and write status reports to maintain ongoing progress of projects and effective communication of project milestones.
- May act on behalf of the Director of Engagement as required.
- Performs other job-related duties as required.

Supervision Received

The incumbent reports directly to and receives the majority of assignments from the Director of Engagement. However, direction and assignments may also come from the Executive Director.

Supervision Exercised

During the initial implementation years of C2C, all program areas are growing. There are no civil service direct reports to this position at present; however, the incumbent is expected to supervise staff when positions are approved in the future.

Personal Contacts

The incumbent will work with teams across C2C as well as Government Operations Agency staff, legislative staff, the Governor's Office, many community organizations, a wide range of stakeholders, and external contractors and advisors.

Functional Requirements

The demands described here are representative of those that must be met by the incumbent, with or without a reasonable accommodation, to successfully perform the essential functions of the job:

- Represent C2C in a professional manner with all parties and stakeholders.
- Requires flexibility in terms of work hours and work overtime occasionally, including night and/or weekend hours, as necessary.
- Requires daily use of a personal computer and related software applications at a workstation.
- Requires ability to complete tasks that typically may require making repetitive hand movements in the performance of daily duties, with or without reasonable accommodations and modifications to facilitate such tasks.
- Requires dependability and excellent time management.
- Requires occasional travel to attend meetings and hearings.

The position is eligible for telework, either in a hybrid or fully remote environment, pursuant to a signed Statewide Telework Agreement (STD 200).

Attendance

Must maintain regular and acceptable attendance at such a level as is determined at the Department's sole discretion. Must be regularly available and willing to work the hours the Department determines are necessary or desirable to meet its business needs.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Personnel Analyst.)

Duties of this position are subject to change and may be revised as needed or required.

Employee Signature	Employee Printed Name	Date

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature	Supervisor Printed Name	Date